A1 Cancel

(b) subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating execution of the user-associated program-code instance to deliver said particular service to the user.

A2 SUB B

7. (Amended) A method according to claim 4, wherein the user-associated program-code instance includes user identity data and is digitally-signed by the party that carried out the qualification in step (a) whereby the service provider system can check the authenticity of the user-identity data, the user mobile entity having an associated public-key/private-key pair and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

8. (Amended) A method according to claim 1, wherein the user-associated program-code instance is a customization of generic code for implementing the service.

9. (Amended) A method according to claim 1, wherein in step (b) service delivery is conditional upon the user inputting a personal identification code.

A3 but B1

14. (Amended) A method according to claim 1, wherein multiple user-associated program-code instances associated with different services to be delivered to the same user, are stored in a common repository.

15. (Amended) A method according to claim 1, wherein the user-associated program-code instance is passed by the party that carries out the qualification to the user or to a third-party, the program-code instance being digitally signed by the party that carries out the qualification step whereby to enable an eventual service deliverer to check the origin and authenticity of the user-associated program-code instance.

16. (Amended) A method according to claim 1, wherein the current user location is provided to the entity carrying out location matching in step (b) by a trusted location service provider and is digitally-signed by the latter.

17. (Amended) A method according to claim 1, wherein the user-associated program-code instance specifies a particular number of times (including only once) that it can be run.

18. (Amended) A service delivery system comprising:

- a location-description repository for storing location data;

- a program-code repository for storing at least one user-associated program code instance;

- a qualification subsystem for determining whether a user qualifies to benefit from a particular service, the qualification subsystem being operative, upon determining that a user is so qualified, both to store in the location-description repository location data indicative of at least one location where service delivery is to be triggered, and also to store in the program-code repository a user-associated instance of program code for implementing said particular service;

- a service execution environment for executing user-associated program-code instances;

- a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data; and

- a control arrangement responsive to the location-match subsystem detecting a said location match to initiate execution of the user-associated program-code instance to deliver said particular service to the user.

19. (Amended) A system according to claim 18, wherein the location-description repository is incorporated in said mobile entity associated with the user.

20. (Amended) A system according to claim 18, wherein the program-code repository is incorporated in said mobile entity associated with the user.

21. (Amended) A system according to claim 20, wherein the service execution environment is incorporated in said mobile entity associated with the user.

A3 Cont'd.

22. (Amended) A system according to claim 20, wherein the service execution environment is separate from the mobile entity but can inter-communicate with the latter via a wireless infrastructure at least when the mobile entity is positioned to give rise to a location match, the mobile entity being operative to pass the user-associated program-code instance to the execution environment via the wireless infrastructure upon occurrence of a said location match.

Please cancel claims 2-6 and 12 without prejudice and replace them with new claims 23-27 as follows:

A4

--23. A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the program-code instance being executed at the mobile entity.

--24. A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the program-code instance being passed from the mobile entity to a service provider system where it is then executed.

--25. A method according to claim 1, wherein in step (a) the user-associated program-code instance is stored in a service provider system, the detection of a said location match in step (b) resulting in the program-code instance being executed by the service provider system.

--26. A method according to claim 1, wherein the user-associated program-code instance and the location data are stored in the same entity.

--27. A method according to claim 1, wherein the user-associated program-code instance and the location data are stored in different entities, the location data having associated data enabling the entity storing the program-code instance to be informed when a said location match is detected in step (b).--

Please add new claims 28-43 as follows:

--28. A service delivery method comprising the steps of :

- qualifying a user as authorised to benefit from a particular service, and thereupon storing:

- location data indicative of at least one location where service delivery is to be triggered, and

- a service token for said particular service,

the service token being stored in a mobile entity associated with the user; and

- subsequently detecting a location match between the location of the user, as indicated by the location of said mobile

entity, and a location indicated by said location data, and thereupon passing the service token from the mobile entity to a service provider system to initiate delivery to the user of said particular service.

A4 cont.

--29. A method according to claim 28, wherein the service token includes communication address details of said service provider system.

--30. A method according to claim 29, wherein the service token further includes a password for accessing the service provider system.

--31. A method according to claim 28, wherein the service token includes both a service identifier and a user identifier, step (b) including a sub-step of the service provide system checking the identity of the user of the mobile entity against the user identity in the service token.

--32. A method according to claim 28, wherein the service token includes user identity data and is digitally-signed by the party that carried out the qualification in step (a) whereby the service provider system can check the authenticity of the data in the token, the user mobile entity having an associated public-key/private-key pair and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

--33. A method according to claim 28, wherein service delivery in step (b) is conditional upon the user inputting a personal identification code.

--34. A method according to claim 28, wherein the service token is digitally signed by the party that carries out the qualification in step (a), the service provider system using this digital signing of the service token to check the origin and authenticity of the service token in step (b).

--35. A method according to claim 28, wherein the location data is stored in one of:

- a location server of a cellular radio communications infrastructure usable by the mobile entity,
- the mobile entity,
- the service provider system,

where it is compared in step (b) against the current location of the mobile entity (20) as provided by one of:

- a location server associated with said communications infrastructure usable by the mobile entity,
- location discovery means of the mobile entity;

in order to detect a said location match.

--36. A method according to claim 28, wherein the location data is indicative of multiple locations.

--37. A method according to claim 28, wherein multiple service tokens associated with different services to be delivered to the same user, are stored in a common repository.

--38. A method according to claim 28, wherein said service token specifies a particular number of times (including only once) that the associated service can be provided.

--39. A method according to claim 28, wherein the service token includes customisation data for customising a generic version of said particular service to the user.

--40. A service delivery system comprising:

- a mobile entity associated with a user;
- a location-description repository for storing location data;
- a service-token repository, incorporated into said mobile entity, for storing at least one service token;
- a qualification subsystem for determining whether said user qualifies to benefit from an instance of a particular service, the qualification subsystem being operative, upon determining that a user is so qualified, both to store in the location repository location data indicative of at least one location where service delivery is to be triggered, and also to store in the service-token repository a service token for said particular service;

- a service delivery subsystem for providing said particular service, the service delivery subsystem being separate from said mobile entity;

- a communications arrangement for enabling the mobile entity to communicate with the service delivery subsystem;

- a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of said mobile entity, and a location indicated by said location data; and

- a control arrangement responsive to the location-match subsystem detecting a said location match to cause the mobile entity to pass the service token to the service delivery subsystem to initiate delivery of said particular service to the user.

--41. A system according to claim 40, wherein the location-description repository is incorporated in said mobile entity associated with the user.

--42. A system according to claim 40, wherein the service token includes customisation data for customising a generic version of said particular service to the user.

--43. A service delivery method comprising the steps of :

(a) qualifying a user as authorised to benefit from an instance of a particular service, and storing:

- location data indicative of at least one location where service delivery is to be triggered, and

- a service instance element that associates the user and the service instance for which the user has been qualified;

(b) subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating delivery to the user of the service instance associated with the user by the service instance element; and

(c) modifying the location data as part of delivery of the service instance initiated in step (b).--